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VIENNA FOR CHRIS QUINLIVAN

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TAGS: [BEXP](#) [ABUD](#) [AMGT](#) [BTIO](#) [ECON](#) [EINV](#) [ETRD](#) [SI](#)
SUBJECT: SLOVENIA FY09 BFIF PROPOSAL

REF: A. 08 STATE 128559
[1](#)B. SARAJEVO 75

[1](#)1. Post is pleased to forward Embassy Ljubljana's proposals for FY09 BFIF funding as requested Reftel A.

[1](#)2. Project Proposal 1: "How-To Open An American Franchise" seminar

a) Justification: Post believes significant interest exist in franchising American name brands in Slovenia. Only two American brands currently have any franchise outlets in Slovenia: ReMax and McDonald,s. Slovenia is an attractive market with a population with disposable income and an interest in Western brand names. Several investors have approached Emboffs to ask about opening American brands in Slovenia; however their requests have often been uninformed, specifically wanting to open stores that do not franchise. Therefore, Post believes that Slovenian investors would attend a seminar explaining how to franchise American brands. Post has arranged with Embassy Belgrade to have two of their experts on U.S. franchising come to Ljubljana to lead the seminar. Post is seeking to partner with local groups to put on the seminar. The seminar would provide basic information about what franchisees need to know before starting, as well as some Slovenia specific information about markets and financing, and would culminate in a networking reception.

Post plans to present the Franchise show in early March. The event will function as a primer for individuals and companies interested in attending the 17th Annual International Franchise Expo (IFE) in Washington DC March 20 - 22. Additionally, Post plans to give participants CD-ROMs with the Country Commercial Guide on it. When in Washington, IFE attendees can use the CDs to show potential franchisors that Slovenia is an attractive market for their brands.

b) Planning milestones:
January 22: Meet with partners
January 23: Outline program, arrange venue
February 2: Finalize program. Start advertising to email lists.
February 5: Arrange speakers travel, hotels
March 3: Produce CD-ROMS
March 5: Franchise Show in Ljubljana
March 20: IFE in DC

c) Estimated costs:
\$0 Venue (provided by Chamber of Commerce or other partner)
\$0 Advertising (through partners, electronic mailing lists)
\$1500 Catering
\$1000 Travel, hotel, and per diem for 2 speakers
\$500 CD-ROMs with CCG

\$3000 Total

d) Anticipated outcomes: Increased interest by Slovenian investors in U.S. franchises. We will educate Slovenian investors about the possibilities of franchising. Event attendees will also be equipped to go to the IFE in DC to meet with franchisors.

e) Points of contact:
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Econ Specialist Matjaz Kavcic
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13. Project Proposal 2: Hotel Trade Delegation

a) Justification: Several mayors and one real estate developer have approached the Embassy asking to meet representatives of American hotel chains. Slovenia does not currently have any American branded hotels, or any four star hotels. Some of the mayors have expressed an interest in increasing tourist lodging options. Others mentioned a dearth of professional meeting space. Post proposes to organize a tour of Slovenia for representatives of the major U.S. hotel chains (Starwood, Hilton, Marriott, Hyatt).

b) Planning milestones:
January 16: Send letter from the Ambassador to European representatives of each brand to raise awareness
Early May: Contact mayors, developers, etc. to arrange tour points

July: Draft schedule and set up specifically requested meetings
August: Plan reception and invite
September: Hotel tour of Slovenia

c) Estimated costs: (the Trade Delegation participants would pay for their own travel to Slovenia, food and lodging)
\$1000 Minivan and driver rental for three days
\$800 Reception catering
\$200 Produce appropriate marketing materials

\$2000 Total

d) Anticipated outcomes: Increased interest in American hotels in investing in Slovenia.

e) Points of contact:
Pol/Econ Officer Drea Finnegan
e-mail: FinneganAL@state.gov
tel: 286-1-200-5573

Econ Specialist Matjaz Kavcic
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tel: 386-1-200-5644

14. LES Internet Connection for Access to Commercial Databases

a) Costs:
\$20 Approximate monthly charge (varies with exchange rate)

\$240 Total

5) Pol/Econ Chief, Pol/Econ Officer and an Econ Specialist to attend regional Balkan Energy Meeting (reftel B)

a) Costs: (assuming meeting location is Sarajevo)
\$1128 Two days per diem for three
\$900 Travel for three

\$2028 Total

6) Training for Pol/Econ Officer and Econ Specialist in

Vienna (working with Partner Post)

a) Costs:

\$1244 Two days per diem for two

\$300 Travel by train for two

\$1544 Total

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